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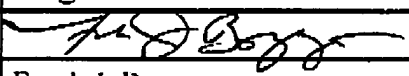
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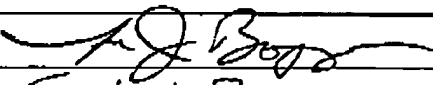
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TRANSMITTAL FORM <small>(to be used for all correspondence after initial filing)</small>	Application Number	10/622,676	
	Filing Date	July 17, 2003	
	First Named Inventor	Thomas J. Holcomb	
	Art Unit	3622	
	Examiner Name	Hamilton, Matthew L.	
Total Number of Pages in This Submission	23	Attorney Docket Number	1.ESC-1-1001

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks _____		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Leigh Stowell & Co.		
Signature			
Printed name	Frank J. Bozzo		
Date	12-29-08	Reg. No.	36,756

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Thomas J. Holcomb
Title: METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING
App. No.: 10/622,676 Filed: July 17, 2003
Examiner: HAMILTON, Matthew L. Group Art Unit: 3622
Customer No.: Confirmation No.: 3671
Atty. Dkt. No.: LESC-1-1001

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

Dear Sir:

In response to the Final Office Action mailed October 29, 2008, please reconsider the above-identified application in light of the following amendments and remarks: